



IBS|2009

Program Schedule • Friday, March 6th

Friday Tour Schedule:

2:30 PM: Tour the Paley Center for Media
(Former Museum of Television & Radio)

6:10 PM: Tour the Rock & Roll Hall of Fame Annex

6 th Floor Conference Center	11:00 - 11:55 Registration and Check-in	12:00 - 12:20 →	12:25 - 1:20 →	1:30 - 2:25 →	2:40 - 3:35 →	3:50 - 4:45 →	5:00 - 5:55 →	6:10 - 7:05 →	7:20 - 8:15	8:20 - 9:15
Zurich Suite	IBS 2009 Kickoff Extra Credit! One-on-One Station Advising		An Audience with Tom Moon	The Future of Music and the Music Industry	Music Licensing, Copyrights and Royalties	Using CMJ to Improve your Station	Radio and Record Company Relations	Radio and Record Company Relations	Musicians Showcase: An Audience with the Bands	Meet-and- Greet with Today's Hottest Bands
Paris Suite		Welcome and Conference Overview	The Status of the Local News Room	The Seven Secrets of Show Prep: Revealed	Radio 2009: The State of the Medium	An Audience with Marc Coppola, Maria Milito & Jonathan Clarke	Dance Music: When Commercial is NOT Commercial	Podcasting: A Creative Overview	An Audience With...The Staff of Democracy Now!	Meet-and- Greet with Record Labels & Promoters
London Suite			Creating Award- Winning Production	Staff Building, Recruitment and Training	Station Relations with your Campus & Community	FCC Rules YOU Need to Know	Social Networking and College Radio	Publicity, Marketing and Promotions	Indecency and Obscurity in Today's Radio Environment	Reggae: A Musical Genre and a Soundtrack for Action
Budapest Suite			Radio Drama and Documentaries: A Hands-on Workshop	HOT TOPIC: Return of the Fairness Doctrine	Public Affairs Programming and your Station	Community & LPFM Radio in 2009	Radio Revamped: How Radio Can Embrace Digital by Working with New Media Businesses	Station Finances: How Do We Get More Money?	Beyond Radio: Using New Tech to Become Media Content Provider	Scheduling Marathon Programming
Board Room			Making the Magic: A Creativity Workshop	Why Media Policy Matters to Media Makers	HD Radio and your Station	College Radio Station Managers	Building your News and Information Image	Engineering for Non- Engineers	Equipment Purchasing Decisions	IBS Student Radio Network by Backbone: Information Session
Bombay Suite			The Role of College Radio During an Emergency Situation	Broadcast Writing Workshop	Harnessing Web 2.0 at your Station	Everything you Wanted to Know About... Satellite Radio	The Role of Faculty Advisers	Political & Election Coverage and College Radio	High School Radio Workshop	Youth Radio: Reaching Out to the Youngest Listeners

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IBS|2009

Program Schedule • Saturday, March 7th

Saturday Tour Schedule:

9:30 AM: Tour the Broadcast Facilities atop the Empire State Building

11:30 AM: Tour the Studios of Z100, 103.5 KTU, Q104.3, Power 105.1 & Lite FM (Clear Channel Radio)

6 th Floor Conference Center	9:30 - 10:25	10:35 - 11:30	11:45 - 12:40	12:45 - 1:15	1:20 - 2:15	2:30 - 3:25	3:40 - 4:35	4:50 - 5:45	6:00 - 6:55	7:00 - 7:55
	Registration & check-in (Starts 9:00)	→	→	30 MINUTE MINI SESSIONS	→	→	→	→		
Zurich Suite	Radio on the Tube? Working with Public Access and College TV Stations	The Future of Radio: Audience with Holland Cooke and Michael Harrison	Featuring the Local Music Scene on Your Station	An Audience with... Chris Booker	Careers in Broadcasting and Media	An Audience with... Broadway Bill Lee	An Audience with... Ellis Paul	Opening Doors in the Industry: Making your Name in Broadcasting	Musicians Showcase: An Audience with the Bands	Networking & Meet-and-Greet with Today's Hottest Bands
Paris Suite	Morning Show Production and Preparation	Independent Labels and Your Station	An Audience with the Pros: On-Air Personalities	Student Media Leadership Workshop	An Audience with... Oteil Burbridge (Allman Brothers Band)	Streaming, Webcasting, and Archiving Workshop	Hard & Loud Rock Programming	Hip-Hop, R&B and Urban Programming	The Conclave Presents: Breaking Into the Business: Show and Tell	News Reporting: Tips and Tricks
London Suite	Audio Theater as a Springboard to Creative Audio Production	Improve your Story Telling through Sound Design	Special Events, Programs and Projects for Your Station	BeGreenRadio: An Introduction	You Have a Website, Now What? Web Design/Content Workshop	Academic Planning for Media Career Choices	Station Budgets and Finances	Working with Other Student Media and Campus Organizations	Fundraising, Underwriting, Grant Writing and your Station	Audio Processing: Perfecting your Station's Airchain
Budapest Suite	FCC Rules YOU Need to Know	Conducting a Great Interview	Around the World in 60 Min.: Global & Int'l Music	Free Networking Session	College Radio Station Program Directors	College Radio Station Music Directors	Production and Imaging: Broadcast Technique	Maintaining and Developing your Station	Being a Better Manager	Audio Bit Rate Reduction: An Introduction
Board Room	Voice Workshop	Researching & Building your Listener Base: An Audience with RRC	Carrier-Current, Cable FM and Other Alternatives to Licensed FM	Résumé Tips, Tricks and Advice	Creating Powerful Radio	FCC Q&A: How to Obtain a Broadcast License for your Station	Taking your Station out of the Station: How to do a Remote Broadcast	Peace and Love: the 40 th Anniversary of Woodstock	Sports in the Field: Sports Broadcasting and your Station	IBS Student Radio Network by Backbone: Information Session
Bombay Suite	Community College Station Workshop	Classical Music and Creativity	Science Reporting on the Radio	IBS Aircheck and Station Critiques	Commercials & Advertising: Strategies and Solutions	Software Solutions for the Production Director	Organizing and Digitizing your Music Library	Jazz Programming in 2009	Automating Your Station with Free Software	Radio Across Borders: Global & Int'l Broadcasting

Sunday, March 8th from 10:00 - 11:30 AM (Paris Suite): Join us for our 2009 Conference Review and Wrap-Up!

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